



CERTIFIED TRAINING AFFILIATE

KEPNERandFOURIE® onboarding information



KEPNERandFOURIE®

AN INVITATION

CTA

Introduction

THINKING DIMENSIONS GLOBAL (TDG) is an international Training and Consulting company registered in the United Kingdom.

TDG is a network of like-minded, independent consulting companies working together to provide effective solutions to our global clients.

It is an established, well-respected thought leader who specializes in the areas of IT Continual Service Improvement, Project Optimization, Continuous Improvement in Manufacturing, Engineering and Operational Problem Solving.

Client services are provided through qualified TDG partners and Certified Training Affiliates (CTA).

TO BECOME

A

CERTIFIED
TRAINING

AND/OR

CONSULTING
AFFILIATE IN

THE

KEPNERandFOURIE

METHODOLOGIES



KEPNERandFOURIE®

Thinking Dimensions Global (TDG) Business Model

TDG holds the rights to the KEPNERandFOURIE® (KandF) thinking technology, methodologies, logos, brand and intellectual properties. TDG ensure accessibility globally through the TDG network.

Partners – These are the core companies of TDG. They all have an equity, managerial and a financial obligation in TDG and exclusively trade as a Thinking Dimensions Global company with TDG products and services.

CTAs – The CTAs are professional training consultants that want to expand their offering by taking onboard the Thinking Dimensions' KEPNERandFOURIE® range, but who also want to retain their own commercial identity. They will promote and deliver the KEPNERandFOURIE® range of products and services while maintaining their current, non-competitive market offerings and identity.

CTAs have a formal agreement with TDG to promote and deliver services under the world renowned KandF brand as an additional revenue stream for their already established business.

TDG and the CTA will negotiate and agree on the specific percentage of fees to be paid to TDG based on the total KandF revenues and/or materials purchased.

The Opportunity

Partners and CTAs are currently located in 13 countries. Collectively, there are over 50 global resources. The TDG product range offers CTAs the benefit of consulting, training, facilitating, coaching and selling online services and materials as an additional revenue stream.

PLEASE CONTACT THINKING DIMENSIONS GROUP IF:

- You are an existing Consulting and/or Training business regardless the headcount
- You are looking for additional revenue streams within your existing business
- You want to expand your current service offerings to your existing clients.
- You want to belong to a global network and work internationally



KEPNERandFOURIE®

We will train and license you and/or your staff to deliver and support the KEPNERandFOURIE® Critical Thinking methodologies. Our training is comprehensive, and covers the training, consulting/facilitating and coaching practices in a combination of a hands-on approach and virtual coaching.

What KEPNERandFOURIE® Provides

TDG will provide its CTAs with:

- Online and Face to Face product(s) in accordance with the agreement between the CTA and the KEPNERandFOURIE® representative.
- Initial and ongoing training in the KEPNERandFOURIE® products and services selected from:
 - IT Root Cause Analysis (itRCA™)
 - Executive Decision Making
 - Incident/Problem Management Investigation
 - Advanced Technical Troubleshooting Skills in Root Cause Analysis
 - Project Problem Solving (Project Rescue)
 - Complex Problem Solving for Teams
 - Risk Mitigation services in Cybersecurity and Emerging Risks
- Required policies & procedures to operate as a KEPNERandFOURIE® affiliate.
- Regular communication on latest developments, modifications, upgrades, new releases or new versions of KEPNERandFOURIE® products and services.
- Ongoing product reviews to ensure quality and new product development.
- Master sets of materials for printing, if required
- Electronic formats of selected graphics and logos.
- Monitoring of progress and performance.
- Marketing and Promotional support on request
- Dedicated TDG staff to assist in establishing and maintaining this relationship

TDG is interested in a long-term relationship with a select group of consultants. We undertake to get you and your staff members skilled for you to generate additional revenue. We have a proven track record of highly visible clients and recorded organizational results.

QUALIFICATION CRITERIA

CTA

WHAT IS A TRAINING AFFILIATE?



A CTA is a Consultant that meets the qualification criteria for establishing a business relationship with Thinking Dimensions Global.

Certified Training Affiliates (CTAs) work with Thinking Dimensions Global (TDG) to offer and deliver selected KEPNERandFOURIE® assignments for their own account.

CTAs must meet recognized standards for quality education, comply with TDG's guidelines, policies and standards and ensure that every student has a meaningful and quality learning experience.



Criteria for Becoming a Certified Training Affiliate

A TDG Certified Training Affiliate (CTA) will:

- Be a qualified consultant or trainer for at least six months.
- We are always prepared to consider “new entries”. We have online products that you would be able to sell without having any knowledge or experience in our methodologies.
- Be financially viable with sufficient skills/experience to conduct quality KandF assignments.
- Have the desire to acquire the KandF problem solving skills.
- Have clients falling in the general target groups agreed of:
 - Executive Coaching and Leadership Development
 - Lean Six Sigma augmentation in “Special Causes”
 - ITIL framework enhancing the Service Management modules
 - Engineering Training and Maintenance Improvement projects
 - PMO and any Project Related practice
 - IT Continual Service Improvement & Operations Continuous Improvement practices
 - Risk Mitigation regarding Emerging Risks and/or Cybersecurity practices
- Agree to the TDG “Client Exclusiveness” practice
- Comply with all TDG policies, guidelines, deadlines, intellectual property usage requirements.
- Signed a binding legal agreement with TDG, including attached schedules.
- Use Social Media responsibly by following the TDG Code of Conduct.
- Comply with the agreed TDG fee structure



KEPNERandFOURIE®

BUSINESS OPPORTUNITY

CTA

PERSONAL DEVELOPMENT AND CERTIFICATION

We are suggesting a quick start approach, but each “professional” and “enterprise” applicant will be handled on personal needs and merit.

Quick Start

Everyone would be able to start with this activity without much effort. TDG have developed two online approaches for self-paced online learning. You don’t need any expert knowledge or experience to leverage these workshops with your prospects and clients.

It’s all about Critical Thinking Skills and the base program for any future learning path. Once you feel comfortable with this approach you would be able to feel confident to grow your own skills into coaching, consulting or training workshops with more potential and better margins.

EXAMPLE

There are many ways to build your KEPNERandFOURIE™ revenue practice. The following is just one of the opportunities you may want to discuss with your CTA Manager.

We have various IT & Operations Continual Improvement modules from very basic to more complex performance improvement investigation and solution finding approaches.

We want to state this suggestion as just one example of where to start and each Affiliate’s situation would be unique, and their starting point would be customized according to their needs.

The following are a few to consider:



FURTHER DEVELOPMENT AND OTHER OPTIONS

We offer the opportunity to become certified module by module, but if you are confident enough you would be able to certify for a complete workshop. This is a highly attractive proposition for a trainer, whereas the consultants among us might want to go module by module.

The most logical first module would be our CauseWise process for Incident Restoration & Root Cause Analysis. The procedure for this would typically be the following:

- Get access to the itRCA™ modules on the KandF Learning Management System (LMS) site.
- Work through the materials on video, leaders guide, PowerPoint and electronic worksheets
- When comfortable, produce a short video on smartphone applying this process to your own challenge situation. (Items 2 + 3 should not take more than 12 hours in total over a 4-day period)
- Get certified by your CTA Manager
- Market and sell this module as any of the following:



Where to Start?

We've set aside our most popular and most versatile KEPNERandFOURIE module as the starting point for learning, accrediting and earning revenue in the quickest and easiest time frame.

This module is our popular IT Root Cause Analysis approach.

This module is a critical element in most of our Training Workshops such as IT Incident Restoration and Problem Management, OPS Advanced Technical Troubleshooting Skills, Design4Thinking, Project Rescue, Risk Mitigation and any consulting and/or coaching that goes with any of the above.

We demonstrate the appropriate business opportunity lower down.

Market and sell these modules for revenue in any of the following:

- itRCA online Training module (approximately \$125 for 2 hours per student)
- itRCA 2-day training workshop (approximately \$10,000 per class of 12 people)
- Consult/Facilitate helping the client to solve seemingly unsolvable problem situations (approximately \$1,5K to \$3K for 1-2 hours)
- Coach executives to use this approach in meetings and normal decision making (approximately \$2,500 for 2- 4 hours)
- Leadership Development in any permutation according to client needs.



Official Workshops

As an example, at TDG we have various hands-on skill building workshops. The following is a short list that would start with the CauseWise module:

- **Cybersecurity Breach Incident Analysis** – One workshop of two sessions of 4 hours each or a whole day. This approach helps the investigator to elevate themselves above all the chaos and panic to arrive at the best restoration possible.
- **Incident Restoration** - We have a 2 x 4-hour Incident Investigation and restoration approach Complex Incident Restoration (CIR), which makes it possible to have one four-hour session per day for two days.
- **IT Root Cause Analysis** – A complete 2-day workshop covering all the restoration and investigation skills involved in Incident and Problem Management. Most useful for Support teams.
- **OPS Root Cause Analysis** – A specific approach for the physical manufacturing and engineering world. This is normally a two-day workshop.
- **Advanced Technical Troubleshooting Skills** – An advanced workshop for engineers and technical leads in problem solving and decision making.



Executive Coaching

All the KEPNERandFOURIE modules are perfect for use as additional Leadership or Executive Management coaching opportunities. Useful in any Project Management problem situation, meeting management and general problem-solving situations.

Consulting/Facilitating

Many of the workshop modules open the door to further facilitation and consulting work, such as helping the client to embed the templates discussed and mastered during the training workshops.

Most effective when used as a consulting service helping the client to solve and implement certain decisions about problems that were solved. You would be able to advise on aspects such as stakeholder analysis, stakeholder alignment, decision making facilitation and implementation practices.

Financial Consideration/Benefits

(The Opportunity previously referred to)

The **fast start approach** should enable you to be productive within a few weeks. Looking at the combination of 4-hour workshops, executive coaching and consulting you could be generating the following income:

- Demanding a fee on average of \$3,000 at a time for one assignment a month over 11 months. That would represent an additional income stream of \$33,000 USD per year. That is the absolute minimum you should be making from the “fast start” module only, or
- Selling an on-line Complex Incident Restoration workshop (11 modules of approximately 5-7 minutes each for \$50 per student

(This fee structure would be different and customized for other regions)

- The following are typical fees in the USA:
 - 4-hour workshops – US\$3,500
 - 1-day workshops – US\$6,500 - \$7,000
 - 2-day workshops – US\$13,500

ON-BOARDING STEPS

CTA

7. DEVELOP PERSONAL STRATEGIES – Various on-boarding PATHS and your CTA Manager will guide you to the most appropriate strategy path.

6. COMPLETE CTA AGREEMENT – Sign agreement and return to TDG. Gain access to all KEPNERandFOURIE methodologies

5. TDG “GO/NO GO” DECISION – At this stage both parties would have enough information about each other to make a mutual decision to proceed or not.

4. TDG CEO INTERVIEW – Final interview to be arranged with CEO via an on-line platform.

3. APPLICATION & AGREEMENT – Review CTA agreement and clarify items. Indicate whether to proceed and final detailed application will be finalized.

2. CTA MANAGER - provides you with on-boarding documents to enable you to familiarize yourself with your opportunity and to ask questions.

1. APPLICANT INDICATES INTEREST – A senior partner will be allocated to you to coach you through the on-boarding process. Both parties sign a NON-DISCLOSURE AGREEMENT



KEPNERandFOURIE®

NEXT STEPS

CTA

ABOUT US

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NEXT STEPS

For over 25 years, our global network in 13 countries and territories has been providing high quality training, coaching, consulting and advisory services that help our clients to do three things:

Make Better Decisions with improved implementations, generating innovative solutions to seemingly unsolvable problems and finding in-house solutions where there are none available.

Solve Problems Faster through tailor-made approaches for Root Cause Analysis, Incident Restoration and Project Optimization.

Anticipate & Prevent Risks before problems/incidents occur in situations such as Cybersecurity, planned Decision Implementation and Change Management.



Our focus on developing easy to use Thinking Technologies that can quickly be applied to pressing issues has enabled our clients to increase their customer satisfaction, deliver higher levels of reliability, and expand their reach around the globe.

All examples of the immediate application for better quality that the Thinking Dimensions approaches deliver worldwide. We are well qualified and experienced in developing our own network partners and associates and we have a deep understanding of the needs of our fellow consultants.

You are most welcome to ask questions after we've signed a mutually protective Non-Disclosure Agreement.

Please find below a link to the video testimonial of one of our partners that has been with us for over 10 years.

The next step is to send us a confirmation that you would like to receive more information about us. We will send you an NDA agreement to sign and please complete the initial application form to allow us to get to know you better.

[CTA Video Testimonial](#)

SUMMARY

1. SEE IF YOU QUALIFY
2. LEARN MORE ABOUT US – EVEN CHECK URL KEPNER-FOURIE.COM
3. SEE IF THE OPPORTUNITY WOULD FIT YOUR REQUIREMENTS
4. SPEAK TO US TO ASK QUESTIONS AND GET ANSWERS
5. LEARN MORE ABOUT OUR WORKSHOPS @ KEPNER-FOURIE.COM
6. CHECK OUT THE ON-BOARDING STEPS
7. SIGN THE NON-DISCLOSURE AGREEMENT (NDA)
8. FILL OUT THE BASIC APPLICATION FORM TO HELP US TO GET TO KNOW YOU.
9. “GO”, “NO-GO” DECISION AND HOPEFULLY WE WOULD BE THE RIGHT FIT FOR YOU